

## AT 19 ALREADY A PUBLISHER FOUR YEARS

Larry Jordan is a 19 year old youth who, for the past four years as a newspaper publisher-editor has seen the Cedar Rapids Press-American grow to become one of the largest-selling non-daily newspapers in Iowa.

Larry's interest in journalism goes back to 1963 when he received a small printing set for Christmas. He began issuing a neighborhood newspaper as a hobby, and expanded the paper during the next several years. Finally, in September 1968, armed with a \$50 loan from his mother, Larry began marketing his paper on a citywide basis. The first edition of the expanded paper was only eight pages, and was run off by a commercial printer out of town. Since then, Jordan's paper has grown to become a trusted source for news and widely respected for its forthright editorial comment. A staff of seven part-time employees, ranging in age from 19 to 60, now helps to prepare issues of the Press-American which frequently run to 28 tabloid pages and occasionally feature full or spot color.

Despite its relatively short life and limited financial resources, the Press-American has made some significant contributions to the betterment of Cedar Rapids through its impressive list of exclusive stories on items of public interest.

The impact the paper has had on the city must be measured not only in terms of what it has done singly but also what it has helped to accomplish by being the stimulus in a chain reaction of news media response.

Among its most notable series of special articles are those dealing with the following subjects:

**SCHOOLS**—In a series of stories over a period of eight months the Press-American attacked local school officials for "administering psychological tests to 'non-special education students' without prior parental knowledge and consent and without competent medical directive."

Jordan wrote the series with first-hand knowledge of the test—he took it.

The paper called the testing policy "repugnant to the traditional concept of individual and family privacy" and revealed to readers documented cases where damaging, untrue information on parents as well as students was placed in permanent school files.

Transcripts of taped dialogues with school personnel that were published revealed embarrassing contradictions between policy and practice.

At one point, a spokesman for the Iowa Department of Public Instruction even became involved, asserting that psychological testing of students not enrolled in or being considered for special education classes "lacked statutory authority."

### No denial

During the course of the dispute, no denial of the facts reported in the stories was forthcoming from school officials. A statewide meeting of public school psychologists was held with a panel of experts, who concurred with the Press-American's contentions.

Jordan hired a Cedar Rapids attorney and persuaded a State Senator, Tom Riley, to assist him in his crusade. Jordan and Riley threatened to initiate litigation against the school system to bring about an end to the testing policy and because of the harassment of the young editor (who was still a student) by certain school employees as a result of the articles.

The paper finally scored a victory when the schools made a change in policy in line with the paper's demands.

The series in the P-A received widespread coverage in other media across the state. Jordan personally appeared on television and was interviewed by several radio stations.

**GOVERNMENT**—Probably the story which sold the most papers in record time was one detailing how a former Cedar Rapids mayor, then a member of the regional planning commission, was selling his connections with city hall in rezoning cases. Jordan's paper reported that the politician was to be paid \$5,000 for setting a piece of rezoning passed before the city council. Additionally, the paper revealed that the former city official had lied on two separate occasions before the council. Following the copyrighted story the man ceased his appearances before the city



Larry Jordan

council on behalf of rezoning applicants; and he was not paid the \$5,000.

But that was not the only unhappy experience the politician had with the P-A. Several months later the paper learned that he was on the list of serious contenders for the job of executive secretary of the Chamber of Commerce. This fact was a closely guarded secret. Notwithstanding, the P-A revealed the news in a page one story that was quickly picked up by local radio and television stations. The P-A also reported that in a telephone conversation Jordan had with the politician a few days prior to publication that the man said in a loud, angry, and abusive voice, "I don't want to be quoted and I'm giving you that as a word of caution. Now you didn't call me, you don't know anything about anything. As a matter of fact, I don't even know what you're talking about."

**PUBLIC SERVICE**—After a series of freak storms dumped huge amounts of water on the city, causing flash flooding in many areas, the Press-American reported that part of the problem in one area was due to the fact that the city had never thoroughly cleaned a 79 year old sewer, causing inadequate drainage. Lawyers for the property owners in one of the hardest-hit areas asked Jordan to testify in a lawsuit against the city.

(Continued on next page)

## MEN

1. Providence-Pawtucket ..... 90.6%
2. Toledo ..... 88.5%
3. Peoria, Ill. .... 88.1%
4. Cleveland ..... 87.7%
5. Tampa-St. Pete ..... 86.9%

## WOMEN

1. Peoria, Ill. .... 92.2%
2. Akron ..... 91.5%
3. Providence-Pawtucket ..... 89.6%
4. Des Moines ..... 89.0%
5. Cedar Rapids, Ia. .... 86.5%

## TEENAGERS

1. Providence-Pawtucket ..... 85.8%
2. Cedar Rapids, Ia. .... 82.0%
3. Peoria, Ill. .... 81.3%
4. Toledo ..... 80.1%
5. Pittsburgh ..... 78.4%

**Pulse rates Providence-Pawtucket FIRST**

Jordan attributes part of his newspaper's success to the fact that the other media are often so busy trying to outdo each other on their coverage of the major news that they overlook the smaller items. The job of the Press-American, he says, is "to underscore the less-publicized but nevertheless important news and to provide a sequel to what has already been reported."

### More in-depth

Coming up with exclusive material can be a problem, Jordan admits, and necessitates a close watch of what others are doing. That is one of the reasons the paper recently changed from a bi-weekly schedule of publication to monthly issuance. This enables it to do more in-depth and feature writing.

Larry Jordan is, in every measure, a good businessman whose friends and associates know him to be a very articulate, good-natured young man with a keen perception. He looks at you with head slightly cocked to one side, and hazel eyes glinting at you with an expression that combines interest, amusement and mischief. Besides being impeccable in both manner and dress, he is an accomplished violinist and is greatly interested in politics and law. Fiercely independent, though not uncompromising, Jordan has an unusual ability to work with people.

The youthful publisher is concerned with every detail of his newspaper's operation. He writes most of the copy, does the editing, sells advertising, does all of the composing and even completes all paste-ups himself.

Staff members include Sally Knight, the women's editor, who looks like a fashion model but writes with savvy and knowledge of her field. She is a college senior and has been with the paper since its inception.

Other staffers are Mary Brooks, Lois King, and the Rev. Allen Van Cleve, all writers. Marie Cornic's homespun column is "syndicated" to four other Iowa papers besides the P-A. Rick Larson, also a college student, takes about a third of the pictures and Jordan takes the rest of them.

Over the years the appearance of the P-A has continued to improve. Using principles of good proportion, plus square or rectangular stories, a contemporary style has been achieved. Headlines are set in Bodoni with standing heads done in Futura for contrast. The wide measure column format is used for long stories

## Press American

### Economist says planned shopping mall on west side could hurt downtown C.R.

By [illegible]

Details of the new I.R. Tower are explained.



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with the traditional 11½-pica width used for shorter items. Emphasis is placed on large pictures (there were 35 photos in a recent issue—large and small) and there is ample white space.

The circulation of the Press-American is 11,560 and is achieved through newsstand sales and free distribution. The edition with the largest circulation—about 21,000—featured full color on six of its 20 pages, and five full-color photos.

The editorial offices of the P-A consist of two rooms in Jordan's home. Composing and layout equipment is also housed there.

Jordan hopes to acquire a pair of used Justwriters to speed composition. The equipment currently being used—a two-year old IBM Executive typewriter, which he bought new—requires that everything be typed twice in order to justify.

### Cairo bureau manager

Maurice Guindt has been named bureau manager for United Press International in Cairo, Egypt. He has been news editor in the Cairo bureau for the past three years. He has worked also in the London bureau, where he edited the UPI news services to Arab nations.

## Photojournalist

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Mike Andersen was a reporter first and thinks this has given him an advantage over most photographers. He worked summers as a sports writer for his home town paper, the *Lexington (Ky.) Herald* while in college. At the University of Missouri School of Journalism, he took photography courses with the idea that they would help him as a reporter. And with this double major, he never again felt as strongly about writing.

Mike Andersen has been a sports writer for the *Benmont (Texas) Enterprise*, news editor of the *Casa Grande (Ariz.) Dispatch*, and was a staff photographer for the *Lawrence (Kans.) Journal World* and the *Waterloo (Iowa) Courier*, before settling in Boston.

### He loves the business

"I'm frustrated by the newspaper business, and yet I love it," Mike explains readily. "I like the variety, the immediacy (in contrast to magazines) and the permanence and opportunity for readers to dwell on my work (in contrast to television)."

"And I like what every journalist likes—the first-hand meetings with the people and events of the day."

But, he philosophizes in acknowledging frustrations of the news photographer's role and that many "good people try for a couple of years and then regress," it may be because the peaks of the job are so high that the valleys seem so low.

Solution, he sees, includes better original assignments, better execution, and improved use of pictures. Two of these factors are picture editors' jobs, he points out, and suggests a factor here would include more photographers becoming picture editors.

His own background calls for picture editing, but he's having too much fun out on the street as a photographer to stay inside.

A vision of educational seminars for picture editors—wherein they would study other papers, try to figure out the why and why-not of how particular pictures were used and why the photographer did or did not do a particular shot—brings a gleam to Mike Andersen's eyes. The newly-elected treasurer of the National Press Photographers Association is all for such professional seminar and workshop involvement.

## Newspaper Readership\*

Percentages are the number who read a newspaper on the average weekday

Providence Journal-Bulletin.....	79.5%
Pawtucket Times.....	16.0%
Woonsocket Call.....	9.0%
Boston Herald Traveler & Record-American.....	4.1%

## Advertising Services...

Black and white — Sunday Rotogravure (monotone and full color) — spot ROP color — Space Spots (a discount rate plan for continuity) — SpectraColor — Hi-Fi — Sunday Inserts — Return cards and envelopes tipped on

Trade notification of new campaigns by letter or wire — route lists — competitive sales figures for some categories — Consumer Analysis (Write for your volume of 1972 study)

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